

1        1. A method for tracking video transmissions  
2 comprising:  
3        setting a first marker in the video transmission;  
4        tracking the transmission after said first marker; and  
5        reporting the transmission.  
6

*Sub a1* 1. Sub a1 2. The method of claim 1 including receiving web  
content transmissions and accompanying television broadcasts  
from a content provider.

*Sub B1* 3. The method of claim 2 including receiving a web  
content broadcast with the first marker inserted within the  
broadcast, combining the web content broadcast with a  
television broadcast and transmitting the combined  
broadcast.

*Sub a2* 4. The method of claim 2 including receiving  
broadcast content from a content provider, combining the  
broadcast content with television programming at a broadcast  
encoder and inserting the first marker at the broadcast  
encoder.

5. The method of claim 1 including invoking a method  
which provides a handle to said first marker.

1       6. The method of claim 5 including invoking a method  
2 which obtains current transmission details using said  
3 handle.

1       7. The method of claim 6 including providing a second  
2 marker and associating said second marker with a second  
3 handle.

1       8. The method of claim 7 including calling a method  
2 which provides transmission details and terminates the  
3 handle.

1       9. The method of claim 7 including allowing said  
2 first and second markers to be accessed separately using  
3 separate handles so that transmission details associated  
4 with different portions of a transmission can be obtained.

1 *Sub 037* 10. The method of claim 1 including providing a log-in  
2 server, reporting a transmission to said log-in server and  
3 allowing a third party to access said log-in server to  
4 receive transmission reporting.

1       11. The method of claim 1 including providing an on-  
2 going count of bits transmitted and time elapsed from the  
3 point in time when the first marker is transmitted.

1           12. A transmission system comprising:  
2           an encoder that combines different transmissions;  
3           a device that sets a first marker in the transmission;  
4           and  
5           a counter that tracks the transmission from the point  
6           where the first marker was inserted.

1           13. The system of claim 12 including a content  
2           provider and a broadcast encoder coupled to said content  
3           provider.

*Suba47*  
1           14. The system of claim 13 wherein said device is part  
2           of the said encoder.

1           15. The system of claim 13 wherein said device is part  
2           of said content provider.

1           16. An article comprising a medium for storing  
2           instructions that cause a computer to:  
3           set a first marker in a transmission;  
4           track the transmission after said first marker; and  
5           report the transmission.

1           17. The article of claim 16 including instructions  
2           that cause the computer to receive web content transmissions  
3           and accompanying television broadcasts from a content  
4           provider.

1        18. The article of claim 17 including instructions  
2        that cause the computer to receive a web content broadcast  
3        with the first marker inserted within the broadcast data,  
4        combine the web content broadcast with a television  
5        broadcast and transmit the combined broadcast.

1        19. The article of claim 16 including instructions  
2        that cause a computer to call a method which provides a  
3        handle to said first marker.

1        20. The article of claim 19 including instructions  
2        that cause a computer to call a method which obtains current  
3        transmission details using said handle.

1        21. The article of claim 20 including instructions  
2        that cause a computer to provide a second marker and  
3        associate said second marker with a second handle.

1        22. The article of claim 21 including instructions  
2        that cause a computer to call a method which provides  
3        transmission details and terminates the handle.

1        23. The article of claim 21 including instructions  
2        that cause a computer to allow said first and second markers  
3        to be accessed separately using separate handles so that  
4        transmission details associated with different portions of a  
5        data transmission can be obtained.